



## **TOURISM COMMUNICATION and MARKETING INTERN**

### **GENERAL STATEMENT OF DUTIES:**

The Botetourt County Office of Tourism is seeking a Tourism Communication & Marketing Intern for a part-time, un-paid internship position. The Tourism intern will be responsible for assisting the Office of Tourism in day-to-day projects, as well as assist with promoting Botetourt County as a tourism destination. The position will work out of the Botetourt County Office of Tourism, located in Fincastle, VA and requires a minimum of 20 hours per week, with flexible scheduling.

### **DISTINGUISHING FEATURES OF THE CLASS:**

The position is professional in nature, providing resources and knowledge to both internal and external stakeholders. This position will have high public exposure and will be a public representative of the County during the normal course of work.

### **EXAMPLES OF WORK** *(Illustrative Only):*

- Provide clerical and administrative support for Tourism staff.
- Prepare and maintain Tourism data spreadsheets.
- Assist in developing and coordinating tourism displays.
- Assist with the distribution and inventory of Tourism brochures throughout the County.
- Assist the Office of Tourism with event coordination as needed.
- Assist with familiarity tours and customer service projects and programs.
- Performs other related work as assigned by Tourism staff.

### **REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

- A general Demonstrated knowledge of Microsoft Office Suite, Outlook, and Internet.
- Demonstrated knowledge of online research.
- Must have excellent organizational skills, oral and written communications skills, attention to detail, and the ability to prioritize in a changing environment.
- Must have excellent interpersonal skills and follow-up skills.
- Ability to courteously and enthusiastically greet the general public.
- Ability to establish and maintain cooperative and effective working relationships.
- Possession of valid driver's license and good driving record.
- Should either have been, or currently be enrolled in educational studies relating to Hospitality, Tourism, Marketing or Communications industries.

### **ACCEPTABLE EDUCATION AND EXPERIENCE:**

Any combination of education and experience equivalent to graduation from or current enrollment with an accreted college or university with major coursework in Marketing, Public Relations, Communications, Tourism, Travel, Event Coordination, or Hospitality.